



*If you love cheese...  
please accept our*

**FREE GIFT**

**\$6.00** WORTH OF  
GOURMET CHEESES

*PLUS—whenever you wish...*

**Take your pick of the world's  
great cheeses—some as low as  
3¢ to 7¢ above wholesale...**

as a member of CHEESELOVERS INTERNATIONAL



**\$6.00 WORTH OF GOURMET CHEESES  
FREE — WHAT'S THE CATCH?**

No catch! As soon as you join, we'll rush you our full-color illustrated cheese list so you can select any of our cheeses your heart desires. Luscious *Port-Salut*! Mellow golden *Swiss*! Tangy aged *Cheddar*! Luxury French *Brie* and 1001 others! The choice is yours—no strings attached. We just know that after your first taste of our fabulous cheeses—you'll come back for *more*! Claim your \$6.00 free cheese gift now. This free gift is yours to keep even if you later decide to cancel membership.

See  
exciting  
details  
inside. ➤

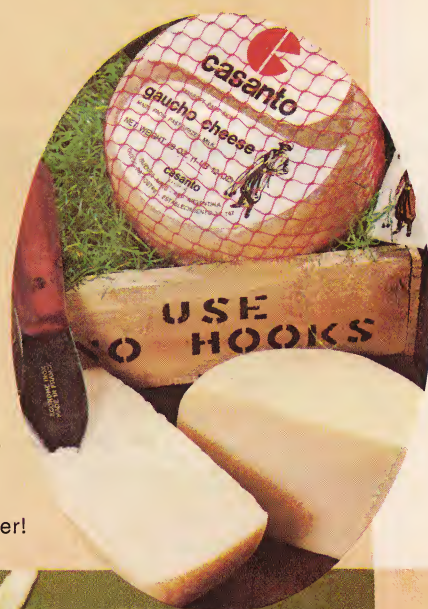


# Welcome to CHEESE

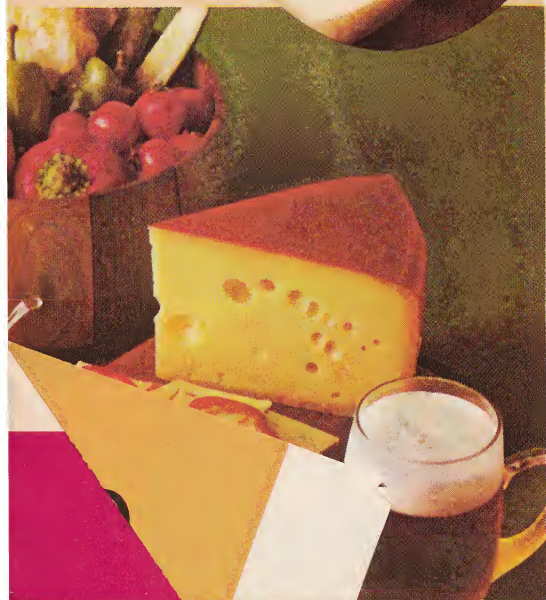
## The Club with no obligations



Try our Swedish "ice cream"—cut from a glowing red wheel of snowy-white Fontina!



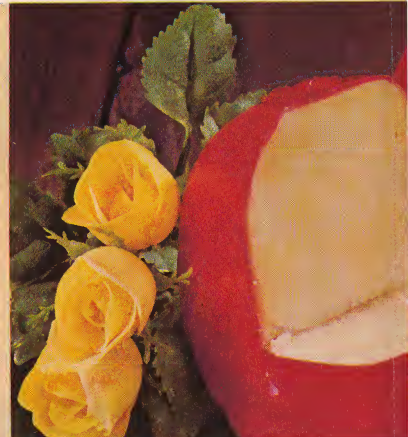
You don't have to be rich to savor luxurious Gaucho from Argentina—just a clubmember!



Would you believe Irish "Swiss"? You'll smack your lips over its tasty "leprechaun" tang.



Not for weight-watchers! French Bellettoile is sinfully luxurious and twice as rich as camembert!



Only members can buy this creation. This mouth-watering and Munster was born to be red Burgundy!

### FREE

**\$6.00 Worth of Gourmet Cheeses**

Choose from Swiss, Bel Paese, Cheddar, Port-Salut, Camembert—any of our delicious cheeses your heart desires! There's no obligation, and you keep this FREE GIFT of cheese even if you later decide to cancel membership.



### FREE

**"Cooking-with-Cheese Recipe Guides"**

A veritable treasury of exciting, creative ways to use and prepare cheese with sauces, soups, meat, fish, poultry, game, fruit, casseroles, wines and champagnes; plus parties and special occasions, barbecues, picnics, etc. The recipes are different, delicious, easy to prepare... just follow directions and await the "oohs" and "ahs".

### FREE

**"How to Love and Care For Your Fine Cheeses"**

A no-nonsense guide to choosing and keeping cheese for maximum life and flavor. Plus basic do's and don'ts about serving, wrapping, cutting, freezing, cooking, and more.

### FREE

**Subscription to "Overseas Arrivals Option List"**

The *insider's* newsletter, mailed to you regularly. (Date-limited by Post Office and unavailable outside the trade, except to members of Cheeselovers International.) Lavishly illustrated in color. Features latest rare and popular cheeses... all of which you are privileged to order "direct" through the Club—*no middlemen!* Enjoy exciting cheeses month after month—some as low as 3¢ to 7¢ above wholesale! Each cheese is illustrated and fully described as to flavor, aroma, texture, uses, etc., in fascinating 1,000-word essays.

### FREE

**Gourmet Consultation**

How to entertain with cheese, plan cheese-and-wine parties, advice on which cheeses last longest, keep best, are most popular with guests. How to match cheeses with fruit, wine, hors d'oeuvres, souffles, desserts. Your personal questions answered by experts.

## NO OBLIGATION TO BUY



# CHEEVELOVERS International

...only benefits. Look at all you get...

## FREE

### "Throwing a Fondue Party At Home"

Classic Continental recipes and techniques for one or two guests—or a whole "army". Loads of short-cuts and professional secrets to eliminate work and increase enjoyment. A marvelous way to delight old friends and make new ones!

## FREE

### Gourmet Utensils and Surprise Gifts

Free gifts sent to you as surprises or with special orders. Thousands of handsome fondue pots, cutting blocks, fine cutlery, cheese graters and MORE—already given away by the Club during the past two years.

## FREE

### "How to Give a Successful Cheese-and-Wine Tasting"

Sage advice from the experts on hosting the occasion, keeping guests happy, setting a generous table. (And assuring complete success *without* destroying your budget!) Here's simple, easy-to-follow advice on what to order and how much; how to mate wines and cheeses; correct procedures; serving hints; accessories; atmosphere—in short, a valuable "how-to" guide that's rewarding and *fun*!



## A COLORFUL SWISS FONDUE PARTY...

delights old friends and impresses new ones. Club provides unique and authentic blend of Swiss *Emmental*, *Gruyere*, spices, *kirsch* (cherry brandy), and white wine—ready to heat and serve in minutes! Complete party guide too!

## PLUS

### Wine and Cheese Tasting Invitations

You, your family and friends will meet gourmet personalities and sample the world's most acclaimed cheeses and wines at gala tastings and international festivals.

## PLUS

### Christmas and Holiday Gift Packages

Beautifully wrapped, authentic gourmet cheese gifts from foreign lands solve all your gift needs for friends, loved ones, business associates, and for special occasions. As a member, your special price lets you give more, save more.

BUY ANYTHING—NOW OR EVER.

The choice is always yours  
— and yours alone.



...y Gouster—an exclusive club watering marriage of Gouda n to be downed with fiery



Don't you owe yourself at least once the mouth-watering experience of *Lobster a la Suisse* with foamy ice-cold ale?

World's zestiest CHEDDAR—so prized that guards patrol all six vaults where they are aged at precisely 38° F—for members only.





*My personal  
guarantee  
to you:*

## Guarantee

You must be absolutely delighted with every cheese you receive from Cheeselovers International or we replace or refund at once—no questions asked.

This guarantee is  
NOTARIZED

*Gerard Paul*  
Gerard Paul

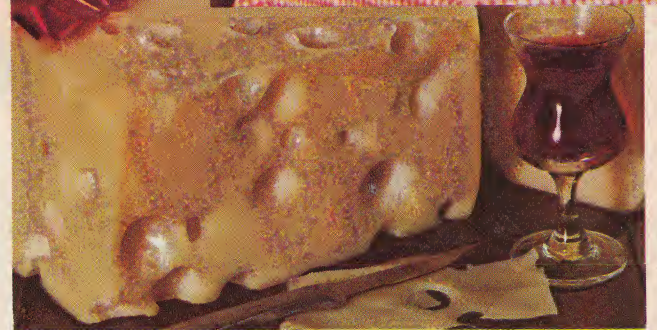
### ENTERTAINING WITH CHEESE & WINE

Discover how easily—and economically—you can share and enjoy the delights of cheese and wine for informal family dining, elegant soirees, patio parties, picnics or intimate dinners *a deux*.



Italian rarity: Members adore "sweet" Provolone (less than 6 months old), a superb table cheese with rich red Chianti.

**DINING OUT?**  
The most expensive bottles on the wine list are almost NEVER the best values. As a clubmember you'll learn the art of ordering wisely and well.



The "Swiss" one drinks with Champagne! It comes not from Switzerland—but Iceland! Very mellow, very scarce. A Club exclusive.

Why wait? Better mail your membership application TODAY for sure!

# CHEESELOVERS

## INTERNATIONAL



**CHEESELOVERS INTERNATIONAL** Building, Box 1200, Westbury, New York 11590

*Fastest-growing club of its kind. Already more than 300,000 members.*



# Now—enjoy some of y for as low as 3¢ to 7¢ as a full-privilege member of CHEESE

At last, the golden opportunity cheeselovers have been dreaming of! Now you can learn about cheese from the experts...discover thousands of colorful, taste-tempting varieties...become informed about the many ways to prepare and serve them...how to entertain with cheese. And at the same time, *you can enjoy some of your favorite cheeses for as low as 3¢ to 7¢ above wholesale.*

**Join the Club with  
no obligations—only benefits!**

As a member of CHEESE-LOVERS INTERNATIONAL, you buy *what* you want *when* you want it. (Or nothing at all, if you so choose.) For there is *absolutely no purchase obligation of any kind*. Membership doesn't commit you to buy a thing. But it does entitle you to a host of marvelous benefits and privileges in the largest international cheese club of its kind anywhere.

**Take a World "Taste Tour" of Cheese  
—at budget-pleasing prices!**

If you've traveled abroad and enjoyed "eating your way" from country to country, you know how important *the real thing* can be. For when you return home, you can't simply walk into your local store (no, not even into your block-long supermarket) and say: "Give me the *Roquefort* I loved in Paris...the *Stilton* I raved about in London...the *Gruyere* I adored in Zurich." But, as a member

of Cheeselovers International, you *can* order famed cheeses from the far corners of the globe—at *special member prices*. Just look at these delicious Club "specials:"

- Prize French CAMEMBERT, smooth and creamy gold. A perfect love match for fresh fruit and red wine. (Club price this month is only 4¢ above wholesale, so hurry!)



Luscious *Royal French Vacherin* was once forbidden to anyone lower than a baron. Our members love it after dinner with dry white wine.

- Famed French PORT-SALUT—luscious with Beaujolais and crisp red apples. Last Club price just 7¢ above wholesale!
- Mellow Norwegian JARLSBERG from the crystal fjords. A luxury snack or cocktail treat full of "Swiss" holes! Last Club price only 2¢ above wholesale!
- Seductive French "GRAPPE" coated with velvety black vintage grape seeds. Chaste white-gold within—a hedonist's delight!
- Tangy extra-aged WHITE CHEDDAR—NO color or chemicals added. Virgin uncut 3-lb. wheel for connoisseurs!
- Piquant snow-white Welsh CAER-PHILLY beloved of poet Dylan Thomas. Ideal on crusty black bread with hearty ale!





# your favorite cheeses 7¢ above wholesale

CHESELOVERS INTERNATIONAL





# 300,000 cheeselovers can't be wrong!

## Read what they write to us...

Joining Cheeselovers was probably the nicest thing I have ever done for my husband and myself. The latest shipment, which included a Port-Salut that is just heavenly, took us right back to France where we first tasted it.

*R. L. von Leyn, Phoenix, Ariz.*

Your marvelous club is a true adventure in cheese eating, which I did not expect in this country.

*Eric Jones, Oakland, Calif.*



The cheeses are delicious and packed to perfection. Mr. P. joins me in expressing our gratitude for the way your company does business.

*Mrs. Ella Patton, St. Petersburg, Fla.*

I have never had cheese that tastes as good. I can hardly wait for my orders to come.

*G. W. Lanza, Pittsburgh, Pa.*

We had a party a few weeks ago and served your great cheeses. It was great fun for us to be cheese "snobs".

*D. K. Klein, Portland, Ore.*

We just returned from France where we had Brie morning, noon, and night. When I opened your package I felt I couldn't face another piece of Brie. Then — I tasted it. It was the best we have had.

*S. L. O'Brien, Passaic, N.J.*

Your monthly mailing is a happy perker-upper to our usual bill-laden mailbox. It makes lunchtime a little gayer. We take turns reading aloud about each cheese and utterly delight ourselves in your choice of adjectives. Beautiful!

*Vilma Reister, Winfield, Ks.*

We have completely demolished what I ordered last time. Now it is gone... I would like to order 6 more... immediately. I do not think I can stand to wait very long to satisfy this craving, so please send it as soon as possible. I know you don't want me to suffer longer than necessary. Thank you very much — this is one VERY satisfied member.

*Fred A. Seaver, Santa Monica, Calif.*

We spent five months touring Europe in a VW camper and every day was a cheese day for us. Now it is a pleasure to get some of the fine cheeses which we had the pleasure of sampling and enjoying while on our trip.

*Sal Rossi, Napa, Calif.*



Long may you prosper. Thank you for good cheeses. I had missed them so much!

*D. A. Jamey, Roanoke, Va.*

We have just hosted our first wine and cheese party, and it was an unqualified success. Seventeen different types of cheese obtained through Cheeselovers were on display, labelled with your inimitable descriptions! Thank you.

*John Tarnowski, Milton, W. Va.*

I wish I had a picture to send you of our darling Siamese kitten sitting beside me at the table enjoying bits of your cheese. We love her enough to share our luxurious goodies from you!

*Mrs. D. E. Coltrane, Stowe, Vt.*



Your offerings and accompanying comments, descriptions, recommendations, etc., are received with happy grunts of approval. The Brie was truly the best I've ever tasted. And the Blue Castello — WOW!!!

*Bruno Keller, Munice, Ind.*



I just want to express my appreciation for the speed with which my last order was shipped. Fantastic! The cheeses were every bit as delicious as you described — and then some!

*Dr. A. G. Morris, New York, N.Y.*

The Stilton is excellent, so sinfully rich in its complete disregard for my waistline. But oh! The Molbo. You were right, a thousand times.

*Rev. B. Meister, Chicago, Ill.*

The cows must be very blessed this year. The cheeses are delicious.

*Mitchell Meade, Nome, Alaska*

You have got me hooked!

*Dr. J. Perkins, San Francisco, Calif.*

A man at the place I work brought in a few samples of your cheese. It was the most delicious cheese I have ever tasted. It is so fresh and smooth and leaves your mouth tasting sweet and fresh.

*George Pitman, Ft. Wayne, Ind.*

I've been a "cheese nut" for many years — 40 at least (I'm 54) — but I must thank you for introducing me to so many wonderful cheeses previously unknown to me. Keep up the exploration.

*Dan Lewis, Washington, D.C.*



My wine tasting which we held in my garden... was a great success, thanks to the cheese provided by you.

*T. P. Turner, Hartsdale, N.Y.*

Cheese arrived in excellent condition. This is very good service.

*Jean Byrnes, La Jolla, Calif.*

Thank you for the absolutely marvelous cheeses! You sent enough for an army. I am telling everyone all about your fabulous organization.

*K. M. Mason, St. Paul, Minn.*



Congratulations on running your cheese club from the viewpoint of a cheese lover not a cheese dealer!

*D. M. Ritter, Washington, D.C.*

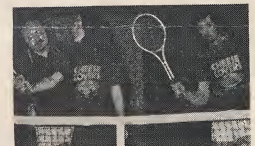
You haven't steered us wrong yet! I never realized how many different-tasting cheeses there are.

*T. H. Rogers, Dallas, Tex.*

Here are the names of 20 of my friends and business associates. May you be in business many, many years to come.

*H. Rauls, Madison, Wis.*

BARRY NEWMAN (star of NBC-TV's acclaimed *Petrolcelli*) proudly displays his Cheeselover T-shirt between sets at NY's Manhattan Tennis Center — flanked by VITTORIO SCIAFFRA (L), our European cheese expert, and GERRY CALDER-TISCENKO (R), one of America's top professional tennis instructors. With Gerry (below) are ROBERT ASHBY and LOUISE JAMESON, two of England's most celebrated actors (and Cheeselover club members), here on tour with the Royal Shakespeare Company's superb production of Shakespeare's *Love's Labor Lost*. (Photos sent us by John Lee.)



## Cheeselovers in the spotlight on nationwide TV



Club Director Gerard Paul plays WHAT'S MY LINE with moderator Larry Blyden on coast-to-coast television. It was a memorable evening for tyrophiles.



Panelists Soupy Sales, Anita Gillette, Gene Shalit and Arlene Francis taste and try to identify five recent Club cheeses from around the world.

in your **FREE** membership materials **TODAY!**



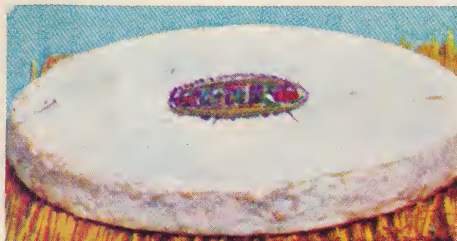
# Are You a True Tyrophile?

(Cheeselover)?

Try this 30-second quiz and see.

You'll know the answers to these and many other intriguing questions when you open the colorful package of club materials sent to you with membership in CHEESELOVERS INTERNATIONAL.

- What famed French luxury cheese can you get for almost HALF THE PRICE...if you know the special name to ask for it by?
- Which of your favorite cheese are (thank heavens!) LOW IN FAT AND CHOLESTEROL?
- What two important foreign words—when MISSING from a French wine label—tell you to “pass that wine by”?
- The world's best melting cheese is also one of the world's cheapest—do you know it?
- What new cheese discovery from Argentina makes one of the mellowest cheese omelettes you'll ever taste?
- If you try this Swedish cheese on your next cheeseburger—we bet you'll never go back to Cheddar. What is it?
- What simple rule-of-thumb tells you exactly how much wine and cheese you'll need to order for any size party or tasting?
- How can you spread a princely cheese-table at a “pauper's price” almost any day of the year?
- What 3-second “test” can reveal the condition of almost any cheese—before you buy, and without cutting it open?
- Many cheeses actually *improve* in flavor the longer you keep them. Which ones? And how should you keep them?
- What “innocent act of courtesy” unwittingly spoils three out of five home cheese-and-wine tastings?
- Two cheeses nearly everyone serves with wine... really taste better with beer. Which ones?



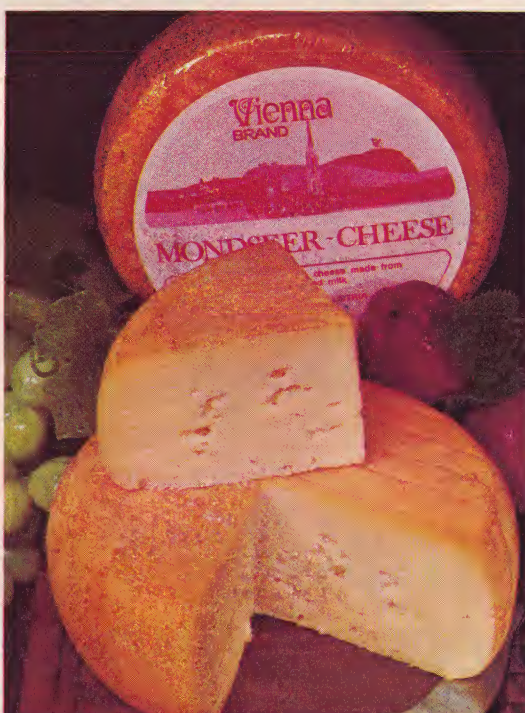
QUEEN OF CHEESES . . . Brie de Meaux—not the ordinary Brie sold in stores—ripens to heavenly flavor on rustic straw mats in Marne Valley. Enjoy it with apples, pears, delicate rose wine.



Our *Munster* cheese lovers raved over this extra-creamy version from the Jura mountains of France—magnificent with red wine!

## The Marriage of Wine and Cheese.

Which wine would you choose for your favorite cheese? How do Burgundy, Bordeaux, Beaujolais, Rhine wine, Valpolicella, etc., complement Brie, Cheddar, Swiss, Port-Salut? The Club makes you a wine expert in no time at all.



CAERPHILLY . . . rare Welsh “summer-milk” cheese recalls flavor of young Cheddar. Melts beautifully, spreads ideally, zesty in salads and with light red Valpolicella wine! A Club special.

Isn't it nice to know that full-bodied *Mondseer* from Vienna (so sinfully rich tasting) is actually *low in fat*?

Mail the enclosed no-risk application...claim



PLACE  
STAMP  
HERE



Cheeselovers International Building, Box 1200  
Westbury, N.Y. 11590



Our member rolls are closing. This extraordinary free gift offer will not be repeated this season. First come, first served. No exceptions. Please act promptly to avoid disappointment.



# FREE

## INFORMATION ABOUT CHEESELOVERS INTERNATIONAL FOR YOUR FRIENDS AND RELATIVES.

Simply give us their names and addresses below.

Print Name \_\_\_\_\_ Apt. # \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Print Name \_\_\_\_\_ Apt. # \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Print Name \_\_\_\_\_ Apt. # \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Print Name \_\_\_\_\_ Apt. # \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Print Name \_\_\_\_\_ Apt. # \_\_\_\_\_

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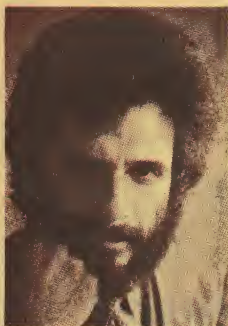
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Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_





A special memo  
from the desk of  
GERARD PAUL  
Directeur

*Just in case you've  
decided NOT to claim  
your FREE \$6.00 GIFT  
of GOURMET CHEESES...*

Perhaps you're a bit "suspicious" about such a generous free offer. I really can't blame you. But believe me -- THERE'S NO CATCH. I simply want you, as a cheeselover, to find out about our fast-growing club.

That's why I invite you -- gladly invite you -- to select any combination of our delicious gourmet cheeses ... up to \$6.00 worth from anywhere in the world ... as a FREE GIFT. Plus all the other free benefits described.

You'll be under NO OBLIGATION. You won't have to buy anything, now or ever. And if you're not delighted with our club ... I'll promptly refund your registration fee in full. But of course, your \$6.00 cheese gift will be yours to keep -- FREE -- regardless of your decision. Fair enough?

Sincerely,

*Gerard Paul*

Gerard Paul

*P.S. There's an EXTRA FREE BONUS for  
you if you act promptly -- see other side*



**EXTRA FREE BONUS** IF YOU ACT  
WITHIN 10 DAYS

# *The Concise Encyclopedia of the World's Great Cheeses*

**THE  
CONCISE  
ENCYCLOPEDIA  
OF THE  
WORLD'S  
GREAT  
CHEESES**

by  
**GERARD PAUL**



At last a *sensible* cheese guide! Here between the covers of a single illustrated encyclopedia are all the world's great cheeses — from Swiss *Appenzeller* to Turkish *Zomma*. This encyclopedia is so authoritative it is assigned in college courses. Yet so compact and easy-to-use that you can locate any cheese in seconds. In these thirty-two charmingly illustrated pages you will meet all your "old favorites" such as *Port-Salut*, *Swiss*, *Cheddar*, *Muenster*, *Bel Paese*, *Jarlsberg*, etc. As well as exotic "luxury" cheeses hardly anyone (except club members) ever get a chance to taste — such as French *Poil de Carotte*, Welsh *Caerphilly*, Danish *King Christian IX*, American "*Pickaxe*" *Cheese*, Scottish *Cheddar*, Irish *Swiss*, Austrian *Buttercheese*, and many more! Each cheese is arranged alphabetically by country, flavor, aroma, size, shape, special characteristics, "keeping life", how to serve and store, tips on buying wisely, matching cheese to wine and food, low fat cheeses, high-protein diets, etc. PLUS delicious recipes, cooking hints, drawings, photos, cartoons, anecdotes, cheese history, price information, and a *Glossary of Foreign & Technical Cheese Terms*. Just mail your Membership Application within 10 days . . . and we'll rush you this fascinating CHEESE ENCYCLOPEDIA as an *extra free bonus for prompt action!* But hurry.



Claim your \$6.00 worth of gourmet cheeses

**FREE**

Join **CHEESELOVERS INTERNATIONAL** today  
and take advantage of all membership benefits.  
(No obligation to buy anything)



To claim your  
**FREE \$6.00  
CHEESE GIFT**  
... "punch"  
out this token  
and insert in  
slot on card  
... then mail  
in accompanying  
reply envelope.

**Your free \$6.00 cheese gift includes . . .**

. . . any of our cheese your heart desires! Choose from PORT-SALUT, CAMEMBERT, JARLSBERG, CHEDDAR, SWISS—anything! We rush you our full-color illustrated cheese list to choose from as soon as we receive your Membership Application. So mail it now to claim your FREE \$6.00 cheese gift. (These cheeses are yours to keep free even if you later decide to cancel membership!)

Detach application here and mail.

## No-Risk Membership Application

**YES**, rush me your full-color illustrated cheese listing so I can choose my \$6.00 worth of cheeses FREE. And enroll me as a CHEESELOVERS member without obligation to buy anything. I enclose my one year registration fee of only \$6. (NOTE: Since I immediately get to choose \$6.00 worth of free cheeses, *my membership actually costs me nothing!*) If not delighted I may cancel membership and receive a full refund of my registration fee. But *the \$6.00 worth of free cheeses will be mine to keep regardless!*

Insert Paquet Token Here

☐

My \$6 Registration Fee (plus any Gift Member Fees as indicated on reverse side) is enclosed.

Number of Gift Memberships \_\_\_\_\_

Or charge to my: ☐ Master Charge ☐ BankAmericard # \_\_\_\_\_

**SPECIAL \$2.00 SAVING** ☐ **ENROLL ME FOR 2 YRS FOR JUST \$10**

3368  
MR TEED NELSON  
BOX 3  
SCHOOLEYS MTN NJ 07870

☐

Yes, I am responding promptly. Please include my FREE Promptness Gift as described on the enclosed flyer. This Bonus Gift is mine to keep, even if I decide to cancel my membership.

**Mail to: CHEESELOVERS INTERNATIONAL,**  
Cheeselovers International Building, Box 1200, Westbury, N.Y. 11590



# Half-Price Memberships

Save 50%! Give gift memberships to friends for only \$3.00 — HALF PRICE. List gift-member names and addresses below. If more space is needed, use separate sheet of paper. Each will receive all free gifts, plus gift card in your name.

Print Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Print Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Print Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Print Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Print Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Print Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

o.f. 6x9 (8.77)



## Enjoy ALL these benefits with membership:

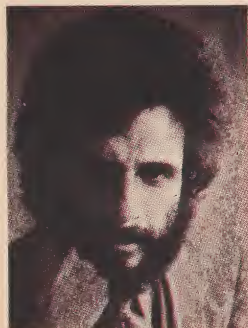
- FREE \$6.00 Worth of Delicious Gourmet Cheeses — your choice of any club cheeses in the world!
- FREE "How to Hold a Cheese & Wine Tasting"
- FREE "How to Care For Fine Cheeses"
- Free "Cooking-with-Cheese Recipe Guides"
- FREE "Throwing a Fondue Party at Home"
- FREE Subscription to "Overseas Arrivals Option List"
- FREE Gourmet Utensils, Surprise Gifts, Expert Advice & Consultation
- PLUS privilege of ordering some of your favorite cheeses for as low as 3¢ to 7¢ above wholesale ... wine & cheese tasting invitations ... holiday & Christmas gift privileges ... and much more!

**Remember — NO OBLIGATION  
to buy anything — now or ever!**



# CHEESELOVERS

## INTERNATIONAL



Gerard Paul, Directeur

Accept \$6.00 worth of  
imported gourmet cheeses FREE.

And from now on, enjoy some of the  
world's great cheeses for as low as 3¢  
to 7¢ above wholesale!

Dear Friend:

You love cheese. But hate today's high prices.

So join the Club!

The Club is Cheeselovers International. Largest of its kind in the world. Already over 300,000 members. And growing bigger by the minute.

What's the Club all about? About cheese, of course. Every kind of cheese ... from rich French BRIE to creamy Viennese TILSITER ... from tangy SWISS to zesty aged CHEDDAR. Delicious cheeses from all over the world (many never before available in America) delivered right to your door. Some for as low as 3¢ to 7¢ above wholesale!

Just ask yourself ... why should you be forced to pay over \$5.00 a pound for good French Brie? Or over \$5.50 a pound for French Roquefort? Or even (gasp) over \$25.00 for a half wheel of English Stilton?

Such prices could very well drive you to distraction (or abstinence!) if you buy cheeses the way most people do.

But now, there's a better way. A smarter way. The Cheeselovers International way.

And here it is ...

For the past year, over 300,000 tyrophiles (cheeselovers) have been beating high prices on some of their favorite imported and domestic cheeses. How? Simple. They order DIRECT -- no "middleman" -- through their membership in Cheeselovers International.

That means CI members can enjoy the privilege of selecting from every corner of the globe -- at prices sometimes as low as 3¢ to 7¢ above wholesale.

(see inside)



That's so incredible, it bears repeating. Some of the Club's specials are actually yours for as low as 3¢ to 7¢ above wholesale.

No obligation to buy anything -- ever!

Now I realize that you may be accustomed to record clubs and book clubs and other kinds of clubs that obligate you to a specific yearly purchase. Or ship you things you don't want, automatically, unless you return a computer card in time. Well, relax. As a member of Cheeselovers International, you deal with people, not computers. There is never any "automatic shipment" to worry about. You are never told what to order. Or when to order. Or how often to order. Whether you want a giant 20-lb. wheel or a little half-pound mini-wheel, the choice is always yours and yours alone. Your tastes, your wishes are our only guides.

For example ...

Do you yearn for rich, creamy French Port-Salut -- but groan at quotes of up to \$4.50 a pound? Then cheer instead -- because our current choice Port-Salut is just 7¢ over wholesale! (Hurry and you can still get some.)

Do you dream of glorious French Brie or Camembert -- but rebel against paying over \$5.00 a pound? Rejoice! Our last Camembert offering was just 4¢ above wholesale!

Do you love the clean fresh-air "tang" of famed sharp aged white farm Cheddar -- but hate the bland imitations (at sky-high prices) you see in so many stores? A recent "find" of ours was a genuine, uncut VIRGIN WHEEL OF PRIZE "BLACK SHEATH" ... at a price to make you gasp!

But prices are just part of the Cheeselovers International story. There's also the thrill of discovery. Imagine getting first chance at memorable taste "adventures" like these ...

"Blushing" Mimolette, a creamy rich Cheddar from (of all places) France! Lordly Jarlsberg from Norway, a brand-new "Swiss" that many members prefer to the original Swiss Cheese. Surprising Gjetost, the Scandinavian "chocolate" cheese the Continent is wild for. Noble English Stilton, the beloved "literary" cheese of Alexander Pope, Dr. Sam Johnson, Jane Austen and Winston Churchill. Zesty Bavarian Alpenkaese, a delightful smoked cheese studded with salami, but little-known here because snobbish exporters consider it too low-priced to bother with. **PLUS MANY, MANY MORE!**

But whether you embark on a "taste voyage" of discovery ... or remain faithful to your "old favorites" ... **you never risk a penny.**



Because every cheese must please you 100% or your money back in full.

What's more, all our cheeses are certified AUTHENTIC. They arrive at your home just as they journeyed from their native land ... in odd-shaped wooden boxes, picturesque exotic wrappings, gaily colorful labels that call out to you in their original Danish, French, Italian, German, Turkish, Hebrew.

And finally -- because we are true cheese fanatics -- we will make YOU much more knowledgeable about cheese. You see, we don't send you mere cheese price lists. We bombard you with mouth-watering 1,000-word descriptions of cheese ... colorful photos of cheeses ... love poems about cheeses ... delectable recipes for cheeses ... tips on serving, storing, slicing, even eating cheese. (There are special ways for each cheese, you know.)

Just for starters, look at this flood of fascinating "cheese-ology" about to overflow your mail box when you join the Club ...

- . How to Give a Successful Cheese-and-Wine Tasting.
- . How to Love and Care For Your Fine Cheeses.
- . How to Throw a Fondue Party at Home.
- . Cooking-With-Cheese Recipe Guides.
- . Subscription to Overseas Arrivals Option List.
- . Gourmet Consultation, Gourmet Tools and other Surprise Gifts.
- . Cheese and Wine Tasting Invitations.
- . Holiday and Christmas Gift-Giving Privileges -- plus much more!

\* (( And, of course -- YOUR FREE GIFT OF \$6.00 WORTH OF GOURMET CHEESES! As soon as you join, we rush you our full-color illustrated cheese list to choose from. And these gift cheeses are yours to keep free even if you should later decide to cancel membership! ))

So act now. Here's all you do ...

- (1) Punch out the enclosed FREE CHEESE GIFT token and insert it in the slot on the Membership Application.
- (2) Mail the Application, along with your registration fee of only \$6, in the convenient reply envelope.

PLEASE NOTE that since you choose \$6.00 worth of FREE CHEESES when you join anyway ... YOUR MEMBERSHIP ACTUALLY COSTS YOU NOTHING!

BUT...

(OVER)



But ... if you should have second thoughts about joining, simply return your membership materials within ten days and we'll refund your fee, promptly and in full. You risk nothing.

**But don't dillydally.** The International cheese "season" is getting into full swing now. During this period, the number of new members we can add to our rolls is definitely limited. (And this membership opportunity is being extended to many more people than we can possibly accept.)

So ... a word to the wise. Please act quickly and avoid disappointment. Mail your application today for sure.

Sincerely,



Gerard Paul

**P.S.** Be sure to check the enclosed EXTRA FREE BONUS flyer and claim the extra free gift it describes -- an added reward to you for replying promptly. And also see the back of your Membership Application for a special Gift Membership offer that saves you a full 50%!

## **Club Members Sip... Savor... And Socialize At Gala Cheese And Wine Tasting.**

Recently the Club took over the entire Grand Ballroom of New York's luxurious Belmont Plaza. Thousands of dollars in rare and popular wines and cheeses were opened for tasting, and it is estimated that approximately 2,000 Club members and guests attended.

Experienced members mingled amiably with those who were attending their first tasting. Formalities were kept to a minimum. Short talks provided "snob-free" guidance so that all could participate with maximum enjoyment.

We happily report that everyone (almost) was as well-behaved at the end as at the beginning — despite the joyously unrestrained wine sipping. (Though there were a few wobbly walkers before the doors closed.)



Cheesetasting table of German (and some French) cheeses being set out by Lisette Amise for members and guests.



Tasting a Steinberger Piesporter Treppchen Reisling at wine table #5.

**AS  
SEEN  
IN**

THE NEW YORK  
TIMES  
PSYCHOLOGY  
TODAY  
TV GUIDE  
THE WALL STREET  
JOURNAL

NATIONAL OBSERVER  
SCIENCE NEWS  
CHRISTIAN SCIENCE  
MONITOR  
NEW REPUBLIC  
NATIONAL REVIEW  
LOS ANGELES TIMES

HOLIDAY INN  
FAMILY HEALTH  
AMERICAN WAY  
VINTAGE  
W MAGAZINE  
CARTE BLANCHE  
SIGNATURE

ATLANTIC  
HARPERS  
NATURAL HISTORY  
SMITHSONIAN  
AMERICAN HOME  
REDBOOK  
and many more

Cheeselovers International is licensed to operate in all 50 states and fully complies with all Federal, state and local regulations governing customs duties, international trade, and the shipment of goods via the U.S. mails. Member fees are used solely to support the activities and operations of the Club.